

**Instructions to Offerors**  
**IT Modernization Centers of Excellence**  
**Phase 1 - CoE Support**

Professional Services Schedule (00CORP) SINS:  
00CORP: 871 1 - Strategic Planning for Technology Programs/Activities  
00CORP: 874 1 - Integrated Consulting Services

RFQ Number	Title
RFQ1256279-1	Cloud Adoption
RFQ1256279-2	IT Infrastructure Optimization
RFQ1256279-3	Customer Experience
RFQ1256279-4	Service Delivery Analytics
RFQ1256279-5	Contact Center

Offers must be submitted by **January 8, 2018 by 12:00 PM ET via email** to Al Muñoz, Contracting Officer, at the following email address:  
[alberto.munoz@gsa.gov](mailto:alberto.munoz@gsa.gov)

Questions about these RFQs may be emailed to the Contracting Officer at the above address. Questions must be submitted no later than December 29, 2017.

The quote submission must include the technical approach and pricing for providing requested services, in separate files. Offerors must clearly indicate on their response which RFQ they are responding to by citing both the RFQ number and title from the list above. Offerors responding to more than one RFQ must submit separate quotes for each RFQ they are responding to.

In order to be considered for award, all vendors must be registered in the IT Solutions System (ITSS). Any contractor that is not registered shall not be considered for award. Contractors can register at:

[https://web.itss.gsa.gov/itss/v41\\_helpdocs.nsf/HomeTellMeRegAbout/About+Contractor+Registration?OpenDocument](https://web.itss.gsa.gov/itss/v41_helpdocs.nsf/HomeTellMeRegAbout/About+Contractor+Registration?OpenDocument)

## **1. General**

Submit your quotation in accordance with the instructions specified in this RFQ and any attachments. Ensure that your response includes all requested information and that your technical response clearly demonstrates your company's capability to perform the objectives and requirements specified in the SOW. The Government intends to award based on initial offers. Therefore, it is critical that your response fully conforms to the solicitation and submit your best offer initially.

All offers must be received electronically via email by the official closing date and time identified herein. Late quotations will not be considered for award. It is each offeror's responsibility to submit their quotation complete, and on time. If an offeror is unsure about any eBuy feature, the offeror is instructed to contact the eBuy help desk and/or search the eBuy web portal for the appropriate assistance.

## **2. Special Instructions**

Offerors must indicate the period for which their quote is valid. Quotes must be valid for at least 60 calendar days after quotation response date. Quotes valid for less than 60 days will not be considered for award.

As stated in the SOW, "Key Personnel" are those persons whose CVs are submitted for evaluation of the vendor's quote, who appear in the oral presentations, and upon which an offer of award is made. Vendors are advised that key personnel proposed are expected to perform the work of any awarded order.

### **Communications Prior to Award**

The offeror shall direct all communications to the Contracting Officer. Communications with other officials may compromise the competitiveness of this acquisition and result in removal of the offeror from award consideration or cancellation of this RFQ.

### **Potential Organizational Conflicts of Interest Statement**

Offerors must provide a signed Organizational Conflict of Interest statement with their quotation submission, if applicable. The statement must describe concisely all relevant facts concerning any past, present, or planned interest (financial, contractual, organizational, or otherwise) relating to the work to be performed under the potential award of this solicitation and bearing on whether the offeror has a possible

organizational or personal conflict of interest with respect to:

- Being able to render impartial, technically sound, and objective assistance or advice, or
- Being given an unfair competitive advantage, or
- Any potential by the offeror, or any affiliates, to provide, or offer to provide, any possible product or service which may be a part of the implementation of the work of one of the Centers of Excellence.

Offerors may also provide relevant facts that show how its organizational structure and/or management systems limit its knowledge of possible organizational conflicts of interest relating to other divisions or sections of the organization and how that structure or system would avoid or mitigate such organizational conflict. No award shall be made until any potential conflict of interest has been neutralized or mitigated to the satisfaction of the Contracting Officer. Refusal to provide the requested information or the willful misrepresentation of any relevant information by an offeror shall disqualify the offeror from further consideration for an award under this solicitation. If the Contracting Officer determines that a potential conflict can be avoided, effectively mitigated, or otherwise resolved through the inclusion of a special contract clause, the terms of the clause will be subject to negotiation.

Offerors are cautioned that conflicts of interest are of special concern in this competition. The Government fully intends to conduct future acquisitions for implementation of the solutions derived from the work to be conducted under this SOW. Offerors must disclose with their quote any potential for conflicts of interest pertaining to the offeror or any of its affiliates.

### **3. Written quote submission**

SEPARATE QUOTES ARE REQUIRED FOR EACH COE

Offerors may submit quotes for more than one CoE. A separate quote is required for each CoE for which an offeror wishes to submit a quote. Each quote submitted must be for one and only one RFQ number and Title.

CLEARLY INDICATE ON THE COVER PAGE THE COE FOR WHICH THE QUOTE IS SUBMITTED BY REFERENCING BOTH THE RFQ NUMBER AND TITLE

Offers in response to this solicitation MUST BE EMAILED TO THE CONTRACTING

OFFICER and must include two separate files, a technical file and a pricing file, unless an organizational conflict of interest statement also applies.

### **Format**

Quotations shall be formatted for viewing/printing using 8.5 by 11 inch paper size, single sided, and in a common format, 12-point font. Information provided in the quotation must be concise, specific, and complete.

### **Page Limits**

- Technical Quote - 5 pages
- Graphic Representation of Process Flow - 1 page
- Resumes - 2 pages each
- Experience Narratives - 2 pages each

The Technical Quotation (including any attachments) must be provided in a separate file from the price quotation to facilitate an independent evaluation. The written technical quotation must not exceed a total of 5 pages, excluding the cover letter, attachments and an optional table of contents.

### **Attachments**

**Graphic Depiction of Process Flow** - A single page graphic representation of the offeror's process flow using a diagram, chart, or other illustration, which may be rendered in either portrait or landscape orientation. Offerors may not use the graphic to exceed the technical quotation page count, and so additional text not found in the technical volume may not be included. Offerors may include text to highlight where in the graphic aspects described in the technical quote are represented only.

**Curricula Vitae (CV)** - CVs for all proposed personnel, not exceeding 2 pages each, must be submitted as an appendix/attachment to the technical quotation.

**Experience Narratives** - A total of five (5) Experience Narratives, not to exceed 2 pages each, must also be submitted as an appendix/attachment to the technical quotation.

**Offerors that exceed the page limitations as specified herein will not be considered for award.**

## **Cover Page**

Your technical quotation and price quotation must include cover pages. The cover page shall be no more than one (1) page. Your cover page is not included as part of your 5-page limitation. The following introductory information is required on the first page of each file:

- RFQ number and title
- Company name, physical address, website address, telephone number
- TIN number, DUNS number, CAGE number
- FSS contract number
- Name, telephone number & email address of main point-of-contact
- Name, title and signature of authorized representative
- Date of submission
- Volume Title (e.g., Price or Technical)

## **Technical Volume**

DO NOT DISCLOSE OR DISCUSS ANY PRICING MATTERS IN THIS VOLUME.

### **Technical Approach and Process Flow (5 pages)**

The offeror must describe their proposed **approach** to meeting the requirements in the RFQ and articulate the offeror's proposed **process flow**.

### **Graphic Depiction of the Proposed Process Flow (1 page)**

Offerors must submit a graphic representation of their proposed process flow, included as an attachment to the technical volume. Offerors may not use the graphic to exceed the technical quotation page count, and so additional text not found in the technical volume may not be included. Offerors may include text to highlight where in the graphic aspects described in the technical quote are represented only.

### **Experience Narratives (2 pages each)**

Offerors must submit five (5) Experience Narratives. The information provided in each narrative must demonstrate the offeror's **experience** in performing work of similar scope, size, and complexity as that contemplated by the scope description for the CoE

for which the quote is submitted. Each narrative must also include a **client reference** who can be contacted. For each experience narrative provided, clearly indicate those wherein the offeror's proposed **process flow** was used.

### **Curricula Vitae (2 pages each)**

Offerors must submit CVs for each person proposed to be a part of the work. The CV should clearly indicate each person's relevant work/project history, qualifications and education. Relevant work/project history must include **what** was done as well as **where** (for what organization), and include a **client reference** who can be contacted. All proposed personnel will become "key personnel" for purposes of award of any resulting order. By submitting a CV, the vendor certifies that the proposed person is immediately available and will perform the work of any resulting order.

### **Price Volume**

Prices should be submitted with sufficient detail to indicate the labor mix and level of effort proposed. All proposed labor rates must be consistent with the terms, conditions, and rates of your schedule contract. Proposed labor rates must be fully burdened and include profit, fringe benefits, salary, indirect rates, and the GSA Contract Access Fee (CAF).

In preparing the price volume, offerors should assume that all proposed personnel will be fully dedicated to the work on a regular, full-time basis, for the first sixty (60), 8-hour work days from commencement of work. See SOW section 2.3.

Vendors should also include a \$15,000 allowance for travel. See SOW Section 5.4.1.

### **4. Oral Presentations**

Introductions - Approximately 5 minutes

Open Technical Session - 40 minutes

### **Rules**

No part of these oral presentations constitutes a procedure in FAR Part 15. For this reason, the Government is not obligated to and does not intend to determine a competitive range, conduct discussions, or request quote revisions.

The oral presentation consists of an unstructured question and answer session on technical matters. The oral presentation will take place in person at a Government facility in the Washington DC metro area.

Offerors will not be able to use or present slides, graphs, charts or any other written presentation materials, including handouts.

### **Content**

During the Open Technical Session, the Offeror will respond to Government's questions related to the technical aspects of the Offeror's proposal.

Introductions will be used solely for introducing team members' names and roles on both the Government and vendor teams. Time for introductions will not be allocated to business development purposes.

Although the technical factors are identified in the RFQ, the core questions are not listed there. Offerors must be prepared to answer questions about the technical aspects of their respective quotes. The goal of these presentations is to assess the technical abilities of the proposed Key Personnel and for the offeror to articulate their proposed technical approach to accomplish the objectives of this task.

This part of the oral presentations will not exceed 40 minutes. The Contracting Officer will strictly enforce this time limit on all presentations. There will be no follow-up session for further questions after this part of the presentation.

### **Presentation date and time**

The Government intends to hold all oral presentations the **week of January 15, 2018**. The Government will schedule the date and time of the oral presentations with those offerors whose quotes have not been rejected. The Government reserves the right to reschedule any Offeror's oral presentation date or time at the discretion of the contracting officer.

### **Presentation participants**

All proposed Key Personnel must participate in the oral presentation. Otherwise, the Offeror will be excluded from further consideration.

Offerors may include a minimum number of additional participants as are necessary to fully articulate the offerors approach. Offerors should note that the Government will be asking technical questions during the oral presentation, so non-technical personnel need not attend.

All proposed Key Personnel currently employed by the Offeror or its teaming partners must attend the session - the Government is most interested in hearing from staff who will have a direct role in completing the task.

After the presentations, vendors must email the meeting organizers and contracting officer with the names of everyone who attended.

## **5. Evaluation**

### **5.1 Technical Evaluation**

The following will be used to evaluate technical quotes:

#### **Quality of proposed personnel**

The quality of the proposed personnel will be evaluated, including their relevant work/project history, qualifications and education. Key personnel proposed must:

- Have at least **5 continuous years of demonstrated experience** and proven expertise in work **similar in scope and complexity** to that contemplated by this RFQ and in the scope description for the CoE for which they are proposed. Experience that does not describe both **what** was done and **where** (for what organization) and include a **verifiable client reference** is not acceptable. Clearly indicate in the CV those experiences where the person proposed employed, or participated in employing the proposed **process flow**.
- Be capable of articulating the vendor's proposed approach, adapting it to each agency's circumstances, and to work collaboratively within the CoE environment.

#### **Vendor Experience**

The information provided in each Experience Narrative will be evaluated to determine how well it demonstrates the offeror's experience in performing work of similar scope, size, and complexity as that contemplated by the RFQ and the scope description for the CoE for which the quote is submitted. Each narrative must also include a client reference who can be contacted. Experience that does not describe both **what** was



done and **where** (for what organization) and include a **verifiable client reference** is not acceptable. For each experience narrative provided, clearly indicate those wherein the offeror's **proposed process flow** was used.

A total of five (5) Experience Narratives must be included as part of the offeror's submission. Narratives that do not meet the requirements of the RFQ and instructions herein are not acceptable. Failure to submit five (5) Experience Narratives conforming to the requirements of the RFQ will be cause to reject the offeror's quote.

### **Soundness of the Proposed Approach/Process Flow**

The offeror's approach and process flow will be evaluated based on the offeror's narrative understanding of the tasks and description of their proposed approach to the work and process flow. Please be advised that a restatement of the requirements in the SOW does not clearly describe an offeror's understanding of the specific tasks required by the Government.

### **5.2 Price Evaluation**

A reasonable price that is consistent with industry standards and the vendor's proposed approach, but not necessarily the lowest. We intend to pick the vendor that has the best technical qualities rather than the lowest price. If we have to choose between the two elements, the quality of the offeror's proposed personnel, vendor experience, and the soundness of the proposed approach and process flow will significantly outweigh price.

### **5.3 Evaluation Process**

We will review the written technical quote and attachments to ensure they demonstrate an understanding of the requirements outlined in the RFQ and the scope descriptions for the CoE for which the quote is submitted.

We will also review the experience of the offeror and the proposed personnel for strength of experience in relevant projects. We intend to contact references for both the offeror and for the proposed personnel.

We will assess the oral presentation to validate the technical approach put forward in the technical quote and verify how the proposed team will accomplish it. The oral presentation will also evaluate how effectively the proposed team communicates and

whether there are any intangibles (such as corporate culture and individual personality factors) about the team that may not come out in a written document.

## **6. Basis for award**

The final awards for these requirements will be based on best-value principles. Accordingly, offers of award will be made to the responsible and technically acceptable Contractors whose quotes provide the greatest overall value to the Government, price and other factors considered.

This best-value determination will be accomplished by comparing the value of the differences in the technical factors for competing quotes under consideration in the technical evaluation.

In making this comparison, the Government is more concerned with obtaining superior technical capabilities than with making awards at the lowest overall price to the Government. However, the Government will not make awards at a significantly higher overall price to achieve slightly superior technical value. Contractors are advised that the overall technical qualities, including the quality of the offeror's proposed personnel, vendor experience, and the soundness of the proposed approach and process flow, when combined, are significantly more important than price.

## **7. Awarded Task**

### **7.1.1 Type of contract**

The Government intends to award Firm, Fixed-Price orders as a result of this solicitation.

### **7.1.2 Period, place, and hours of performance**

The period of performance is 12 months, with two option periods of up to 12 months each.

The primary place of performance will be at Government facilities within the Washington, DC metropolitan area.

Business core hours shall be 9:00 to 6:00 ET, Monday through Friday, on Government scheduled work days.

### **7.1.3 Points of contact**

The following Points of Contact (POC) applicable to this order will be identified during the Vendor Kickoff meeting.

- Contracting Officer (CO)
- Contract Specialist (CS)
- Contracting Officer Representative (COR)
- CoE Leadership/staff